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USDA'S REPORT TO CONSUMERS

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FOOD FACTS

Food Talk for 1965. What about food prices this year? Not much change say U. S. Department of Agriculture economists. Retail food prices are expected to be about the same as in 1964. Last year they rose a little more than one percent from the 1963 average. Change in eating habits? Maybe not, but gains in per capita consumption are expected for beef, poultry, and processed fruits and vegetables. Declines are expected for pork, lamb and dairy products. Spend more? Expenditures for food are not expected to rise as rapidly as incomes, so the percent of take-home-pay spent for food will drop to around 18 percent -- an all time low.

Where Does Your Money Go? Ever stop to figure just what part of your food dollar goes for meat? What part for vegetables and fruits? And what part for milk? U. S. Department of Agriculture studies showed that a family of four on a moderate-cost food plan would spend \$32.11 a week for their food needs. Of that, meat, poultry, fish, and eggs took the biggest share--\$13, or about 40 percent. This buys some steaks, roasts, and ground beef as well as pork chops, bacon, franks, luncheon meats, chicken and fish. Vegetables and fruit added the next biggest amount--\$7.38, or 23 percent. Milk, cheese, ice cream and other dairy products together cost \$5.57. Flour, cereals, and baked goods came to \$3.43. Foods like margarine, butter, and salad dressings ran 89 cents. Sugar, marmalade or jellies and dessert mixes added 80 cents to the bill. The rest--\$1.04--was for coffee for adults and for some soft drinks, seasonings, and the like.

SMART SHOPPING

Plentiful Foods for April. Timely for Lent and traditional for Easter, eggs are particularly plentiful now and for weeks ahead. Prices are at low levels and are expected to continue so through the month. Eggs are high in protein and versatile in menu planning. Calories? A large one contains 80. The Department of Agriculture says prunes are also featured. Other plentifuls include broilers-fryers, honey, canned pears, cabbage, onions, dried peas, carrots, and canned pink salmon.



The Best in Eggs. Want the ultimate in egg freshness and quality? Look for the USDA shields..."Fresh Fancy Quality" or "USDA Grade AA." These identifying marks are printed on the carton or the sealing tape. The eggs meet the highest standards of quality of the U. S. Department of Agriculture. "Fresh Fancy" or "Grade AA" eggs are perfect for frying or poaching, since every egg has a thick, high egg white and a firm, high yoke. To insure that the eggs meet these rigid requirements, they are tested by the Federal-State Grading Service under a Quality Control Program. Under the program eggs must be: 1. Gathered frequently, 2. Cooled on the farm immediately after gathering, 3. Maintained at ideal temperatures from farm to supermarket, and 4. Marketed promptly.

What The Grocery Tape Tells. Before you call the total you spend at the supermarket your "food bill," take another look at that adding machine tape. The U. S. Department of Agriculture notes that studies across the country indicate such non-food items as paper towels and toilet articles, soaps and cleansers, pet foods and cigarettes add an average of 20 percent to the total spent in the store.

OLD WORLD - NEW PRODUCT

WURLD Wheat Has More Vitamins. Niacin, choline, and minerals of original wheat are almost completely retained in "bulgar"** made by a new low-cost peeling process developed by the Department of Agriculture at its Western utilization research laboratory in Albany, California. Called WURLD wheat, the new product's name reflects its world-wide usefulness as well as the initials of the laboratory at Albany. Analysis of WURLD wheat has shown that it contains more than half of the thiamine, riboflavin, vitamin B-6, pantothenic acid, and folic acid of the original wheat. The new peeled wheat is comparable to whole wheat products and enriched white flour in its content of major B vitamins.

TO MARKET

Market News Keeps Food On The Move. Don't know whether you've ever considered it -- but market news reporters of the U. S. Department of Agriculture and cooperating States are some of the men behind the scenes who help to get food and other agricultural products to the right places at the right time. The Market News Service -- 50 years old this March -- tells farmers and marketers about market developments when they occur, to help them decide when and where to ship their products. This means less waste and expense in getting the Nation's harvest to market...and it means a dependable supply of the products you want when you go to the supermarket.

* Bulgur is cooked whole grain wheat, long a staple in the Middle East, and now beginning to find flavor in the U. S.

Shoes For A Nation. Americans spend an average of \$22 a year on leather shoes and slippers; \$7 a year more on leather goods. Leather is a five billion dollar a year business. It takes 3 square feet of leather to shod two feet. Where does your shoe dollar go? Here's an example worked out by the U. S. Department of Agriculture economists: Take a pair of shoes that retail for \$9.95. The value of the raw leather is about 50 cents. By the time the leather is tanned and gets to the factory the cost is \$1.50. Material for soles and linings cost about \$1. Add \$3 more for labor, profit, overhead, and the manufacturer prices the shoes at \$5.50. At the shoe store-- add \$2 for salesmen and \$2.45 for overhead and profit. The price to you--\$9.95.

RECREATION

Fun Facilities For 2 1/2 Million. More than 2 1/2 million campers, hikers, fishermen, swimmers, and boating enthusiasts are expected to take advantage of new recreation areas being developed in 19 States through watershed projects approved by the U. S. Department of Agriculture over the past 20 months. Such an influx of people is expected to boost income in nearby areas, too. Local organizations sponsor and carry out these watershed projects, with technical and financial help from USDA. Want to know more about the USDA small watershed program? Write SERVICE, Office of Information, U. S. Department of Agriculture, Washington, D. C., 20250.

SCIENCE AND YOU

Diets and Long Life. Overeating and your lifespan. Any relationship? Studies with experimental animals show that overeating shortens their lifespan, the U. S. Department of Agriculture reports. Laboratory rats that ate excessive amounts of food and gained weight at a rapid rate died at an early age regardless of the composition of the diet. USDA scientists are working on a series of long term studies concerning the relationship of diet to body functions and the length of life. Their experiments show that even when diets are nutritionally adequate, differences in survival are found. Heredity also is a factor.

Man-eating Mosquitoes. To mosquitoes, men may be much more attractive than women, say scientists at the Department of Agriculture. Scientists compared the extent to which 50 women and 50 men attracted the yellow fever mosquito, in tests at Gainesville, Florida. Scientists recorded how long each person was protected by the chemical repellent "deet," developed in Department of Agriculture research. Deet is the main ingredient in many commercial insect repellents. Women treated with the repellent were protected longer from mosquito attack--on the average--than were men who had been treated. Persons in the test with high skin temperature were more attractive to mosquitoes.

New England Leads In Brucellosis Fight. Connecticut recently became the fourth New England State--and fifth in the Nation--to achieve freedom from brucellosis, a costly livestock disease that can be transmitted to humans as undulant fever. In the "good old days," undulant fever was one of the risks we had to take--along with our unpasteurized milk. Today, however, undulant fever is a threat mainly to people who work with infected cattle or hogs. Thanks to cooperative Federal, State, and private efforts, livestock brucellosis is gradually being wiped out--and with it, undulant fever. Last year only 400 cases of human infection were reported, or about 1 case for each half-million population.

HOME AND FAMILY

Color-Coordinated Carpets and Soil Surveys. One of these days the American housewife may not be too concerned when the children track mud onto her living room carpet, say U.S. Department of Agriculture soil scientists. She may not even notice the mud, for the carpeting may have the color of the predominant soil in the area woven right into it. Carpet manufacturers have asked USDA soil scientists to help in determining the general soil colors in different geographic regions of the country, with the idea of incorporating these colors into carpet patterns. This information is available in soil surveys made and published by the Department. Although soil surveys are used primarily in determining the best use, proper cultivation, and conservation measures for land, many others--in addition to carpet makers--find them useful. They are used by planning officials to locate sites for homes, schools, shopping centers, airports and industry.

Do Working Wives Pay? Expenses directly related to the working wife's job--such as taxes, getting to and from work, and clothing, were estimated at between \$900 to \$1,000 a year, according to a recent study in Ohio by the U. S. Department of Agriculture. Gross earnings of 744 working homemakers averaged almost \$2,900. The wife's net income, after taking out her job-related and extra expenses, amounted to about three-fifths of her gross earnings, on the average. This was so when the household consisted of adults and/or older children. In a household with preschool children, net income was about half of gross earnings. Seven out of ten of the wives in the study pooled their income with their husband's. Want more details? Send 25 cents to Superintendent of Documents, U. S. Government Printing Office, Washington, D. C., 20402. Ask for "Job Related Expenditures of Gainfully Employed Wives in Ohio, Home Economics Research Report No. 27."

College... A Look Ahead. What does it cost to go to college? There are as many answers as there are students. But comparisons are possible, according to Paul Vance, U. S. Office of Education, at a U. S. Department of Agriculture "Outlook Conference." The median charges for tuition, fees, room and board for a typical full-time undergraduate student at a public institution was \$790 in 1963-64: \$964 at universities, \$749 at liberal arts colleges, \$804 at teachers colleges, and \$678 at junior colleges. Corresponding charges for private institutions were: all institutions, \$1,399; universities, \$2,048; liberal arts colleges, \$1,493; teachers colleges, \$1,350, and junior colleges, \$1,048. For a copy of the talk, write to: Editor, SERVICE.

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